

European Travel Commission,
European Cities Marketing & MODUL University Vienna
cordially welcome participants to the

14th TourMIS Users' Workshop

and to the

International Seminar on Digitalization and Innovation in Tourism *"Harnessing data the right way"*

September 13-14, 2018

The event is kindly sponsored by:
Austrian National Tourist Office
Vienna Tourist Board
Sojern

Venue: MODUL University Vienna, Am Kahlenberg 1, 1190 Vienna, Austria
Local Contact: Dr. Bozana Zekan, bozana.zekan@modul.ac.at

Dear Delegate,

It is our pleasure to welcome you to this two-day event which has been organized jointly by the European Travel Commission (ETC), European Cities Marketing (ECM), and MODUL University Vienna. We believe that the challenging topics selected for these events are crucial issues in the current agenda of most tourism organizations.

The evaluation and monitoring of marketing activities is a vital step in helping tourism managers to develop marketing strategies. Nowadays technology provides valuable support to facilitate the performance of complex analyses and TourMIS, the leading tourism marketing information system in Europe, effectively serves this aim. By attending the workshop on the first day, led by Professor Karl Wöber, founder of TourMIS, participants will learn how to enter tourism statistics into the system and how to use the various benchmarking tools to produce valuable market research reports.

The International Seminar on Digitalization and Innovation in Tourism on day 2 is jointly organized by ETC and ECM. In the last decades advances in technology have contributed significantly to make travel more efficient, affordable and reachable to travelers from all around the world. These developments have re-shaped the tourism sector as it is known and will continue to do so at a hastening pace bringing along opportunities and challenges for tourism businesses and tourism destinations from all around the world. Success will ultimately depend on those destinations that adopt a proactive approach and that are eager to embrace the digital transformation in a fast-changing and dynamic environment. The key objective of this event is to discuss and provide insights into advances in terms of digitalization and innovation that are shaping the future of travel and the tourism industry. Some of the items addressed will revolve around (i) Short-medium trends in digitalization and their potential impact on the travel and tourism sector, (ii) Implications of this transformation for the tourism sector in Europe (iii) Different approaches to leverage big data analytics, blockchain technology, virtual reality (VR), augmented reality (AR) or voice and artificial intelligence and translate the information into travel intelligence and (iv) Best-practices and deliver insights on how national and city DMOs leverage digital innovation to drive growth and to meet the expectations of tomorrow's consumers.

Both days have been planned to encourage the active participation of delegates in the program. We are looking forward to meeting you for a motivating and challenging few days in Vienna!

Harry Mirpuri
ECM

Eduardo Santander
ETC

Karl Wöber
MODUL University Vienna

MEETING VENUE



Austria is located in the heart of Europe. The capital, Vienna, enjoys a moderate and mild climate with summer temperatures ranging from 20 to 30°C. Vienna is an economically, politically, and culturally important metropolis with a unique charm and vibrancy. The place combines an international atmosphere with the traditional flair of its coffeehouses. It offers classical music and modern art, historic buildings and outstanding shopping opportunities, making it one of the cities with the highest quality of life.

For more information, visit the website of the Vienna Tourist Board:

<http://www.wien.info/en>



The venue for the events is MODUL University Vienna (MU Vienna), which is located on top of Kahlenberg offering a marvelous view over the city. The seminar rooms at MU Vienna are equipped with IT facilities and free wireless Internet connection.

Since 2007, MU Vienna has been offering cutting-edge education (BBA, BSc, MSc, MBA, and PhD study programs) in the areas of international management, new media technology, public governance, sustainable development, and tourism and hospitality management.

MU Vienna offers a community-oriented atmosphere. Its student population represents over 70 countries, thus, offering a truly multicultural, international study environment. All study

programs are conducted entirely in English. Environmental and social sustainability is a key principle of MU Vienna and is not only reflected in the university's academic activities but also in the daily work flow. The choice of an environmentally-friendly venue as MU Vienna contributes to green the events.

Conference Hotel

DERAG Hotel Kaiser Franz Joseph****
Sieveringer Straße 4, 1190 Vienna
T: +43 (0) 1 329000
E-mail: Reservierung.KFJ@derag.de
<https://www.deraghotels.de/hotel-kaiser-franz-joseph-wien/en/>

Conference Location

MODUL University Vienna
Am Kahlenberg 1
1190 Vienna
Austria
T: +43 (0) 1 32035550
www.modul.ac.at

Conference Organization Committee

Flavie Baudot, European Cities Marketing
Lyublena Dimova, European Travel Commission
Jennifer Iduh, European Travel Commission
Clemens Költringer, Vienna Tourist Board
Harry Mirpuri, European Cities Marketing
Eduardo Santander, European Travel Commission
Holger Sicking, Austrian National Tourist Office
Michael Straube, MODUL University Vienna
Kristof Tomej, MODUL University Vienna
Karl Wöber, MODUL University Vienna
Bozana Zekan, MODUL University Vienna
Angela Zettel, Vienna Tourist Board

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14th TourMIS Users' Workshop

Thursday, September 13th, 2018

Time	New Features & Developments	Speaker
9.00 - 9.30	Transfer from Hotel DERAG Kaiser Franz Joseph to the Workshop Venue MODUL University Vienna, Am Kahlenberg 1, 1190 Vienna	
9.30 - 10.00	Conference Registration / Coffee and Tea	
10.00 - 12.00	<p>Introduction to the Tourism Marketing Information System TourMIS (www.tourmis.info)</p> <p>This session explains the basics and is particularly interesting for people sharing their tourism statistics on TourMIS (data inputters). Bring your notebook and your tourism statistics! TourMIS colleagues will help you to enter your statistics into the system!</p>	<p>KARL WÖBER MODUL University Vienna</p>
12.00 - 13.30	Lunch	
13.30 - 15.30	<p>The New Meetings Industry Benchmarking Tool in TourMIS</p> <p>In this session we will present a new tool that allows tourism destinations to share and compare data on their meetings industry.</p> <p>Benchmarking Tourism Destinations</p> <p>This session provides examples how to generate reports by TourMIS which can help you to regularly monitor the performance of your destination. Special focus is provided to the new features which have been introduced in the system recently.</p>	<p>LIDIJA LALICIC MODUL University Vienna</p> <p>KARL WÖBER MODUL University Vienna</p>
15.30 - 16.00	Coffee Break	

16.00 - 17.30	<p>Website Analytics</p> <p>Website Analytics is a tool which captures and compares web site traffic of tourism destinations' websites. In this session we will introduce the benefits of this new tool and explain how destinations can participate in this project.</p> <p>The Future Development of TourMIS</p> <p>In this workshop style session participants are invited to discuss various options for the future development of TourMIS.</p>	<p>IREM ÖNDER MODUL University Vienna</p> <p>KARL WÖBER MODUL University Vienna</p>
17.30 - 18.00	Transfer to Hotel DERAG Kaiser Franz Joseph	
19.00 – 22.30	<p>For delegates who registered to this social event: Dinner at Magdas Hotel (https://www.magdas-hotel.at/en/)</p> <p>Pre-registration is required; late registration may not be possible.</p> <p>Transfer by bus from and to DERAG Kaiser Franz Joseph.</p>	

**International Seminar on
Digitalization and Innovation in Tourism**
"Harnessing data the right way"
Friday, September 14th, 2018

Time	Session	Speaker
9.00 - 9.30	Transfer from Hotel DERAG Kaiser Franz Joseph to the Seminar Venue MODUL University Vienna, Am Kahlenberg 1, 1190 Vienna	
9.30 - 9.45	Conference Registration / Coffee and Tea	
9.45 - 10.00	Welcome	MODUL University Vienna European Travel Commission (ETC)
10.00 – 11.00	KEYNOTE I – ZOOMING IN THE DIGITAL LANDSCAPE Smart tourism and the networked future Q&As (15') Moderator: Karl Wöber (MODUL University Vienna)	Prof. DIMITRIOS BUHALIS Head of Department of Tourism and Hospitality Bournemouth University
11.00 - 11.30	Coffee Break	
11.30 - 12.45	PANEL: HOW CAN DESTINATIONS BENEFIT FROM THE DIGITAL REVOLUTION - WHAT ARE THE OPPORTUNITIES? <ul style="list-style-type: none"> • Virtual, augmented and mixed reality: Opportunities for destinations • From inspiration to being there: How to make travel data work for you • The single source of truth: Data as the basis for successful destination management in the future Q&As (15') Moderator: Harry Mirpuri (ECM)	ELENA MARCHIORI Università della Svizzera italiana DORIAN QUINT & LUCA ROMOZZI Sojern HARTMUT WIMMER Outdooractive

12.45- 14.00	Lunch	
14:00-14:30	KEYNOTE II – THE FUTURE OF BLOCKCHAIN IN TRAVEL Blockchain in tourism: The future or a buzzword? Q&As (10') Moderator: Jennifer Iduh (ETC)	ŽIGA LUKŠA Futourist
14.30 - 15.00	Coffee Break	
15:00 – 16.35	SHARING BEST PRACTICE: HOW IS DIGITALIZATION REVOLUTIONIZING THE TRAVEL INDUSTRY <ul style="list-style-type: none"> • Data-driven planning for sustainable city tourism in Portugal • Innovative experiments and building a digital ecosystem in Finland • VisitTallinn's digital solutions for tourists and tourism entrepreneurs to be a smart tourism city • Mechelen - a brave city with smart plans. Go far, go together Q&As (10') Moderator: Lyublana Dimova (ETC)	SÉRGIO GUERREIRO Turismo de Portugal KAISA KOSONEN Visit Finland KAREN ALAMETS VisitTallinn ELS VAN ZELE Visit & Meet in Mechelen
16.35 - 16.45	Final Remarks – European Cities Marketing	
17.00 - 17.30	Transfer to Hotel DERAG Kaiser Franz Joseph	

TRANSPORTATION TO VIENNA

PLANE:

The closest airports are:

- Vienna Airport (VIE): <http://www.viennaairport.com/en/passengers>
- Bratislava Airport (BTS): <https://www.bts.aero/en/>

From Vienna Airport:

- Airport Taxi:
http://www.viennaairport.com/en/passengers/arrival_parking/taxis_limousines
Duration: approximately 30-45 min
Advanced booking recommended (min. one day before)!
- City Airport Train (CAT): <http://www.cityairporttrain.com/>
To: Vienna Airport to station 'Wien-Mitte' (city center)
Duration: 16 min

Prices:

	Online	Machines at the airport
Price Single	€ 11/adult	€ 12/adult
Price Return	€ 19/adult	€ 21/adult

Continue the journey by public transport/taxi (see the section on Public Transportation).

TRAIN:

The major train stations are:

- Wien Hauptbahnhof (metro line U1)
- Wien Westbahnhof (metro line U6)
- Wien Meidling (metro line U6)

Details about train connections to and from Vienna can be found on the Austrian Federal Railways (ÖBB) website: <http://www.oebb.at/en>

TRANSPORTATION IN VIENNA

SHUTTLE SERVICE:

Transportation to and from the conference venue is provided for guests staying at the DERAG Kaiser Franz Joseph Hotel only.

PUBLIC TRANSPORTATION:

- Taxi - T: + 43 (0) 1 60160 or 40100
- Public transport: <http://www.wienerlinien.at/wl/ep/home.do?tabId=0>

TO THE VENUE:

MODUL University Vienna is located on top of Kahlenberg, a scenic hill with an altitude of 484 meters that offers a view over the entire city of Vienna.

MODUL University Vienna is linked to the metro network by bus line 38A, departing from Heiligenstadt (metro line U4). Look for the blue sign for any entrance to the metro network. Take the U4 metro line (marked in green) to the final station "Heiligenstadt". Exit the station following the signs for the buses. Once outside, you will see the stop for the 38A bus on the right-hand side.

"Kahlenberg" is the final stop on the 38A bus line (the trip takes ca. 30 minutes). The 38A bus stop at Kahlenberg is only 50 meters away from the university building.

IMPORTANT NOTE: Check the bus direction displayed on the front of the bus. Make sure that you get on a bus direction either "Kahlenberg" or "Leopoldsberg". All other destinations are just part routes of the 38A.

ACCOMMODATION

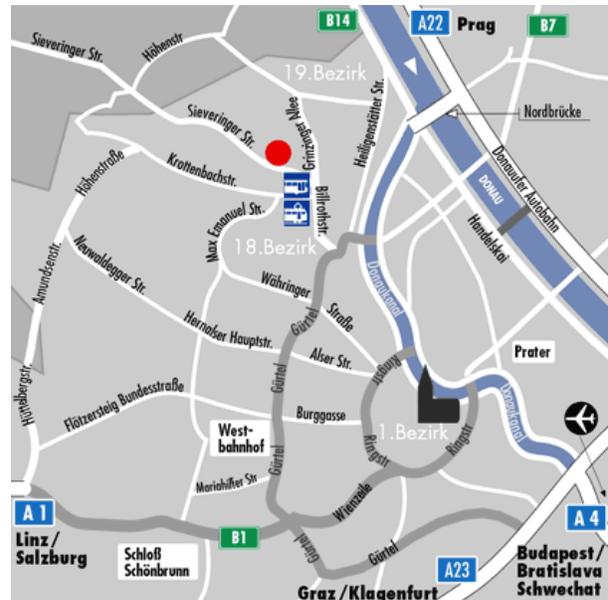
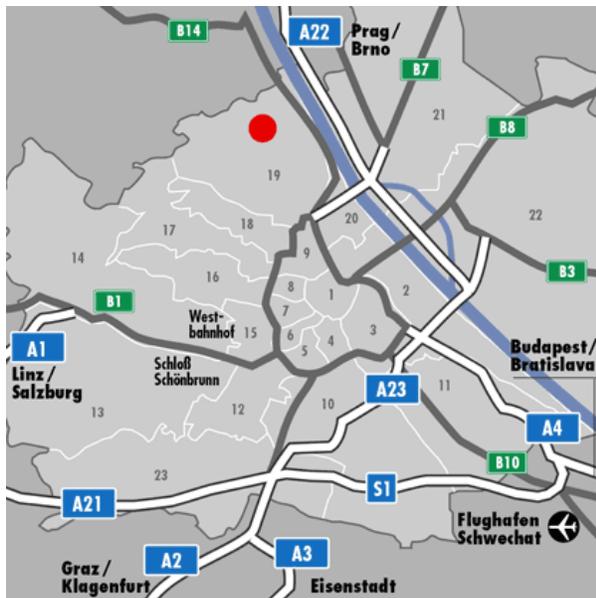
DERAG Hotel Kaiser Franz Joseph****

Sieveringer Straße 4, 1190 Vienna

T: +43 (0) 1 329000

E-mail: Reservierung.KFJ@derag.de

<https://www.deraghotels.de/hotel-kaiser-franz-joseph-wien/en/>



Hotel Kaiser Franz Joseph is situated in the "19th district", in the stylish and quiet residential area Wien "Döbling". The tram stops next to the hotel and takes you within 15 minutes to the vibrating "Ersten Bezirk" (first district).

Getting there by public transportation

... from Wien Schwechat Airport	
Airport	S7 direction 'Floridsdorf'
'Handelskai'	S45 direction 'Hütteldorf'
'Oberdöbling'	
At a crossroad with a clock in the center	Turn half left into 'Sieveringer Straße'
The hotel is situated on the right side after ca. 50 m	
By public transport	Time: ca. 60 min
By taxi	Time: ca. 40 min

... from Westbahnhof	
Westbahnhof	U6 direction 'Floridsdorf'
'Nußdorfer Straße'	Tram line 38 direction 'Grinzing'
'Sieveringer Straße'	
At a crossroad with a clock in the center	Turn right into 'Sieveringer Straße'
The hotel is situated on the right side after ca. 50 m	
By public transport	Time: ca. 30 min
By taxi	Time: ca. 20 min

... from Hauptbahnhof	
Hauptbahnhof	S1 direction 'Gänserndorf' / S2 direction 'Mistelbach' or S3 direction 'Hollabrunn'
'Handelskai'	S45 direction 'Hütteldorf'
'Oberdöbling'	
At a crossroad with a clock in the center	Turn half left into 'Sieveringer Straße'
The hotel is situated on the right side after ca. 50 m	
By public transport	Time: ca. 30 min
By taxi	Time: ca. 25 min

POST-CONFERENCE ACTIVITIES

Vienna is an old romantic imperial city, a city of music and art... But Vienna is also the city of a young and trendy scene, the entertainment metropolis of central Europe, with an extensive program of events - and, of course, also for families.

If you plan to extend your stay in Vienna we invite you to visit the web site: www.vienna.info for up-to-date information about what is going on in the city.

If you look for locations for traditional Austrian dinner you may want to accept our suggestions:

Restaurant Eckel

Sieveringer Strasse 46, 1190 Vienna

T: +43 (0) 1 3203218

www.restauranteckel.at

Fischer Bräu

Billrothstrasse 17, 1190 Vienna

T: +43 (0) 1 3695949

<http://www.fischerbraeu.at/>

Plachuttas Gasthaus zur Oper

Walfischgasse 5-7, 1010 Vienna

T: +43 (0) 1 5122251

<https://www.plachutta-oper.at/>

Weibel's Wirtshaus

Kumpfgasse 2, 1010 Vienna

T: +43 (0) 1 5123986

www.weibel.at

Gastwirtschaft Huth

Schellinggasse 5, 1010 Vienna

T: +43 (0) 1 5135644

www.zum-huth.at